



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF AGRICULTURE  
AND RURAL DEVELOPMENT

GARY MCDOWELL  
DIRECTOR

**MICHIGAN CRAFT BEVERAGE COUNCIL  
TENTATIVE AGENDA**

July 10, 2019 – 1:00-4:00 p.m.  
Temperance Distilling – 177 Reed Drive, Temperance, Michigan

- |         |  |
|---------|--|
| 1:00 pm | Welcome – Peter Anastor, Chair   |
|         | *Adoption of Agenda  |
| 1:05 pm | *Approve Minutes of April 16, 2019 meeting   |
| 1:10 pm | Council Member Comments and Updates  |
| 1:15 pm | Facilitated Strategic Goal Setting Exercise  |
| 2:45 pm | FY19 Budget Update   |
| 2:50 pm | Research Committee Report<br>Discussion on Recommended 2020 Research Grants Priorities and Criteria<br>Discussion on Industry Framework Proposal for Craft Beverage Sector |
| 3:15 pm | Promotion Committee Report<br>New Branding/Logo<br>Presentation from LKF Marketing on Website<br>Social Media Platforms- Facebook, Twitter and Instagram                   |
| 3:45 pm | New Business/Council Priorities  |
| 3:55 pm | ** Public Comment  |
| 4:00 pm | *Adjourn   |

\* denotes action items

\*\* Individuals wishing to address the Council will be requested to limit their remarks to three minutes for their presentation. Documents distributed at the meeting will be considered public documents and are subject to provisions of the Freedom of Information Act. The public comment time provides the public an opportunity to speak; the Council will not necessarily respond to the public comment.